

THE FORT MILL TIMES

Thursday-Democratic.

W. R. Bradford, Editor and Publisher.



The Times invites contributions on live subjects, but does not agree to publish more than 200 words on any subject. The right is reserved to edit every communication submitted for publication.

On application to the publisher, advertising rates are made known to those interested.

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THURSDAY, AUGUST 17, 1922.

Let's see what kind of an endorsement Ohio gave Mr. Harding in the recent Republican primary in that State. From 7,180 precincts the president's personally endorsed candidate for governor, Carmi Thompson, received 172,500. From the same precincts Mr. Thompson's opponents received 243,153, divided between eight candidates. In other words, by a combined majority of 70,653 the Republican voters of Ohio expressed a preference for a candidate other than President Harding's personally endorsed candidate for governor. There was only one way in which Ohio Republicans could have effectively endorsed the Harding administration and that was by giving Mr. Harding's candidate for governor a clear majority over all of his competitors. This they not only failed to do, but they gave a substantial majority against him.

A million and a half American workers are at present on strike. They are losing 50 million dollars a week in wages and the country is deprived of the fruits of their labor, the value of which is beyond expression in terms of dollars and cents. Without attempting to assess or place the responsibility for the serious interruptions to production and transportation, it is nevertheless fair to point out that two years ago the Republican candidates and their supporters promised the American workers a golden age of prosperity and a practical insurance against unemployment and lower wages if they would vote the Republican ticket. If any of the 3 million unemployed through inability to find work and the million and a half on strike against lower pay were lured by these Republican pictures of dawning prosperity into voting for Mr. Harding and his Republican Congress they must be sadly deceived by this time. If the farmer was misled by these promises of better prices for his products, which since 1920 have declined billions in value, he must share the worker's disappointment and dissatisfaction. Not only has the Republican administration failed to bring a new and greater prosperity; not only has it failed to continue the prosperous conditions which prevailed when it came into power, but it has actually turned the country's previous prosperity into an industrial panic.

"Billy" Sunday, in one of his sermons, gives this advice, "Believe that story false that ought not to be true." There is religion as well as common sense in the advice. When you hear an ugly story about one of your friends or neighbors, believe it to be false until you have to believe it to be true. Try to forget it. Don't repeat it. There will be time enough to worry over it if it turns out to be true, but you will be doing yourself and others a real service if you will believe it to be false until you have to believe it otherwise.

Irving T. Bush, one of New York city's famous business men,

is a keen and open-minded observer. He has just returned from Europe and has brought home with him more than he took abroad, which is more than can be said for most Americans who visit Europe. In his description of England as the workshop of the world, he laid his hand upon the fundamental difference between her hard times and those we are going through. England's population is largely industrial. There employment and prosperity are conditioned upon the ability of other lands to buy the country's products. Therefore England's recovery from the World war must wait upon the recovery of the rest of the world, particularly her great markets on the European continent. Hence the efforts of Lloyd George to get Europe pacified and at work again. But here in the United States we are the equivalent of a European continent in ourselves. We have in our borders the agricultural population to consume our manufactures and the industrial population to consume our agricultural products. In American markets, sufficient to absorb 80 to 90 per cent of our productive capacity, we have what Mr. Bush calls a cyclone cellar for shelter during the storms of adjustment in a war-torn world. A few of our products, like cotton, wheat and copper, require at all times an export market. These are the very things Europe is taking and must continue to take to effect her own reconstruction.

The question of how to make money is confusing when Mr. Ford advises against going into debt and Mr. Rockefeller says that it is the only way to succeed. Back of these two divergent opinions, however, the common man may strike an average. The Ford Motor company originally was capitalized at \$100,000. Only about \$28,000 of this was subscribed in cash. That was the only money that ever went into the Ford business from the outside. Additions to the operating capital have been created by the Ford business—taken from the profits. Henry Ford, when he decided to make automobiles instead of watches, had wonderful vision. He also had superhuman genius for mechanical production. His opportunity was easier than that of Mr. Rockefeller. Both created industries. Rockefeller's big job was to stabilize the oil industry. He succeeded through the organization he built up. But lacked profit to supply the gigantic capital needed by Standard Oil. So Rockefeller borrowed heavily. And the ones from whom he borrowed made no mistake, as one may find by trying to buy Standard Oil stock. There is no cut and dried rule for accumulating wealth. A method or system that will work in one industry or situation will fail financially in another. No two problems are exactly the same. Nor have any two problems the same solution. If that were the case we would all be rich, or we would all be poor.

Hitting the Bullseye.

It is not good form to say dye to a bald-headed man.

If nature never made a mistake, why the flapper?

Bad luck seldom bothers those who do not worry over it.

A gentleman never finds it necessary to tell that he is one.

Many a woman mourns for her late husband while he is still living.

The Greenville Piedmont thinks it is the head of the transgressor that is hard.

The man who comes out at the little end of the horn usually makes the most noise.

Do your best and expect the best is a better policy than to do your worst and expect the best.

Mr. Rockefeller made his first money selling geese, but he kept the one that laid the golden eggs.

There would be more happy homes if people did not marry for looks instead of love.

A Newspaper's TWO Sources of Revenue

Subscriptions and Advertising Are the Only Sources of Revenue a Newspaper Has and Often the Subscriptions Do Not Pay for the Cost of White Paper.

Advertising today, especially in newspapers, is the greatest business getter there is. This is acknowledged by men who know. People read advertisements in newspapers. They have been educated to do so. Every merchant in our town ought to advertise. You remember the story about John Wanamaker? The first day he was in business his receipts were \$24.64. He kept the 64 cents and spent the \$24 the next day in advertising. We all can't duplicate this feat, but according to the best statistics available three per cent of the gross sales should be put aside for advertising.

Possibly you will say, "I don't need to advertise. I've been in this town thirty years and everybody knows me."

Probably they do, but did you ever stop to think of the sales you lose because your fellow competitor advertises? He may advertise the same goods you have in your stock, but the people don't know you have them. The other fellow gets the sale because he advertises. And, then, how much more business you would do if you did advertise?

We know of one merchant who advertised a lot of goods at 19 cents a yard. They cost him 27 cents. He took a clean loss, but while the sale was going on he could buy new goods at 12 cents. He put them in with the other goods and the result was that he cleaned his shelves of the old goods and he broke even on the deal. Advertising and good buying liquidated his stock without a loss.

We can't all be John Wanamakers, but we all can advertise in proportion to our business. Results will be sure if you advertise honestly and give service. A newspaper can bring people to your store, but it can't make people buy your goods. Your clerks must do that, and it depends on the service you give as to how successful your business will be.

What is done in the big cities can be done right here in this town if you will show the pep, give the service and advertise. Make business good. You can do it through this newspaper.

Never as Good as Now

We have constant daily reminders that Our Optical Service was never as complete as it is today. Williams' ability, quality and integrity goes into each and every pair of Glasses furnished by us.



Optometrists and Opticians
Izard Building Ground Floor
Hampton Street
ROCK HILL S. C.

Wear one pair Humming Bird Silk Hose and you will always call for them. They last longer and look better. \$1.50 at Massey's.

How a Noted Vet. Gets Rid of Rats—Farmers Heed.

Dr. H. H. Butler says, "I use RAT-SNAP around my hospitals every three months, whether I see rats or not. It does the work—RAT-SNAP gets them every time. I recommend it to everybody having rats." Don't wait until there is a brood of rats, act immediately you see the first one. Three sizes, 35c, 65c, \$1.25. Sold by Lytle Drug Co. and Moore's Drug Store.

NOTICE OF SALE.

The undersigned will sell all the household and kitchen furniture and some tools belonging to the estate of Sallie A. Nivens, deceased, at the late home of the deceased on Tuesday, August 8th, 1922, at 10 o'clock. Terms, cash.
J. A. TATE,
Administrator.

FORT MILL, S. C.

GENERAL INFORMATION.

CITY GOVERNMENT.

A. C. LYTLE Mayor
C. S. LINK Clerk
A. L. OTT Police Judge
N. M. MCMAHON, Chief of Police

DEPARTURE OF TRAINS.

No. 31 Southbound.....7:55 a. m.
No. 4 Northbound.....8:30 a. m.
No. 113 Southbound.....11:21 a. m.
No. 114 Northbound.....11:55 a. m.
No. 5 Southbound.....5:33 p. m.
No. 32 Northbound.....6:28 p. m.

MAILS CLOSE.

For train No. 31.....7:50 a. m.
For train No. 32.....6:10 p. m.
For train No. 5.....5:10 p. m.
For train No. 4.....8:10 a. m.

Note—No mail is dispatched on trains Sunday afternoons.

POSTOFFICE HOURS.

Daily.....7:45 a. m. to 6:00 p. m.
Sunday.....7:45 to 9:30 a. m.
S. W. PARKS, Postmaster.

Fordson

THE UNIVERSAL TRACTOR



Nothing Like This Low Price Has Ever Been Known Before

No farm tractor ever offered more money value, or more work value, than the Fordson Tractor at this astounding new low price.

No farm power unit you can possibly buy will do more for so little—and no farm, regardless of size or location can afford to be without a Fordson Tractor.

Place your order now—there is no time for delay or comparison. Price alone makes your choice the Fordson. After that, performance will prove to you, as it has to 170,000 owners, that this light, compact Fordson is the most efficient power plant ever hitched to a farm tool. Let us prove it to you. Write, call or phone today.

Heath Motor Co.

FORT MILL, S. C.

THE QUALITY OF BREAD

Is governed to a great extent by the quality of the flour from which it is made. That is one reason why so many people come here for their flour.

Everything we sell in foodstuffs is of the same order of merit. Long experience in the grocery business has taught us how to judge and how to buy. Our customers get the benefit. And that, we might remark, is why they remain customers of ours from year to year.

Fort Mill Cooperative Store

E. S. PARKS, Manager.

ANNOUNCEMENT

To The Building Public of Fort Mill

We are equipped to make quick deliveries of Lumber and any kind of Building material right at your door and cordially invite your inquiries.

We carry Framing, Flooring, Ceiling, Siding, Shingles, Lime, Plaster, Cement, Moldings, Lathe, Doors, Sash, and we can manufacture anything in Millwork.

Rock Hill Lumber Company

Phone 615

Oakland Avenue

ROCK HILL, S. C.